

## ORDER

Flight Dates 07/24/12-08/01/12

Order Sep

Alt Order #

Billing Type

Order Type

Billing Cycle

Rev Codes

FIIII Date

00:10:00

Cash

**GENERAL** 

EOM/EOC

01121112

TV: 07240730 :30's

Contract / Revision

Estimate #

304757

Wil Cardon for Senate 2012

Original Date / Revision

Agency Com

**Product** 

07/27/12 07/27/12

15%

**Billing Contact** 

Advertiser Cardon / Republican / Senate

**PO Box 288** 

Alexandria, VA 22313

Agency Media Placement Technolog

**Buying Contact** 

Sales Office EWSDC

500 N Washington Street - Suite #30

Sales Region NAT

Alexandria, VA 22314

Agency Ref

Demographic A25-54

POL

Billing Calendar BROADCAST

POL

CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Dave Lombardo Tanya Winscott

Start Date Order%

End Date

100% %

Order Share %

Market Value

Competi	ng Station	% of Order	Amount
CABLE		%	
KASW		%	
KDRX		%	
KPHO		%	
KPNX		%	
KPPX		%	
KSAZ		%	
KTVK		%	
KTVW		%	
KUSK		%	
KUTP		%	
UNKWN		100%	

Billing Plan **Order Totals** 

	•							
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amount
July 2012	78	\$28,768.25	\$33,845.00	0.00 06/25/12	07/29/12	. 78	\$28,768.25	\$33,845.00
August 2012	16	\$6,846.75	\$8,055.00	0.00 07/30/12	08/01/12	16	\$6,846.75	\$8,055.00

\$35,615.00 \$41,900.00 0.00 Totals

												Tota	S
Li	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	S	Rate Pri	Rtg Type	Spots	Amount
E	1 KNX\	07/24/1	2 07/30/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	22222	:30	0 \$	\$100.00 P-3	0.00 NM	10	\$1,000.0
,	<u>S</u> Week: 0	art <u>Date</u> 7/23/12	End Date 07/29/12	<u>Weekdays</u> -2222	Spots/Week 8	<u>Rate</u> \$100.00	Rating 0.00						
_	Week: 0'	7/30/12 h Date Ra	08/05/12 nge D	2 <b></b> escription	2 Stan	\$100.00 E/End Time	0.00	Weekdays	Lengt	h Rate	Rtg Type		
_	10 KNX	V 07/30/12	2-08/05/12 N			-6am		M	.3				
	S	ee MG 1.1	7										



304757

Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

				<u>Totals</u>
Ln Ch Start End Inventory Code	Break Start/En			
E 1 KNXV 07/24/12 07/30/12 M-F 5-6am M-F 5-6am	CM 5am-6ar	n 22222 :30	10 \$100.00 P-3 0	.00 NM 10 \$1,000.00
	Spots/Week Rat	e <u>Rating</u>		
Week: 07/30/12 08/05/12 2	2 \$100.0			
Spot Ch Date Range Description 11 KNXV 07/31/12-08/01/12 M-F 5-6am	Start/End Tim 5am-6am	<u> Weekdays</u> -TW	Length Rate Rto :30 \$100.00 0.	
M MG for 1.10 07/30	5am-6am	-1W	.50 \$100.00 0.	OO WWI
E 2 KNXV 07/24/12 07/30/12 M-F 6-7am	CM 6am-7ar	n 22222 :30	10 \$225.00 P-3 0	.00 NM 10 \$2,250.00
M-F 6-7am	om oun fu			, , , , , , , , , , , , , , , , , , , ,
	Spots/Week Rat	<del>-</del>		
Week: 07/23/12 07/29/12 -2222 Week: 07/30/12 08/05/12 2	8 \$225.0 2 \$225.0			j
Spot Ch Date Range Description	Start/End Tim		Length Rate Rto	ı <u>Type</u>
10 KNXV 07/30/12-08/05/12 M-F 6-7am	6am-7am	M	:30 <del>(\$225.00)</del> 0.	00 NM
See MG 2.11			.00 0005.00	00 114
11 KNXV 07/31/12-08/01/12 M-F 6-7am  → MG for 2.10 07/30	6am-7am	-TW <b></b>	:30 \$225.00 0.0	OU NM
E 3 KNXV 07/24/12 07/30/12 M-F 7-9am	CM 7am-9ar	n 22222 :30	10 \$225.00 P-3 0	.00 NM 10 \$2,250.00
M-F 7-9am	OW 74111 OCI		<b>V</b> 220.00, 0	.00 1111
	Spots/Week Rat			****
Week: 07/23/12 07/29/12 -2222	8 \$225.0			
Week: 07/30/12 08/05/12 2 Spot Ch Date Range Description	2 \$225.0 <u>Start/End_Tim</u>		Length Rate Rto	ı Type
10 KNXV 07/30/12-08/05/12 M-F 7-9am	7am-9am	M	:30 <del>(\$225.00)</del> 0.	
See MG 3.11				
11 KNXV 07/31/12-08/01/12 M-F 7-9am	7am-9am	-TW	:30 \$225.00 0.	00 NM
⊕ MG for 3.10 07/30			4 075 00 0 0	
4 KNXV 07/28/12 07/28/12 Sa 6-7am GMA Sa 6-7am Good M	CM 6am-7ar orning /	n <b>-</b> S- :30	1 \$75.00 P-6 0	.00 NM 1 \$75.00
	Spots/Week Rat	e <u>Rating</u>		
Week: 07/23/12 07/29/12S-	1 \$75.0	0 0.00		
5 KNXV 07/29/12 07/29/12 Su 6-7am GMA	CM 6am-7ar	nS :30	1 \$75.00 P-6 0	.00 NM 1 \$75.00
Su 6-7am Good Mi		o Beting		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 07/23/12 07/29/12S	<u>Spots/Week                                   </u>			
6 KNXV 07/24/12 07/30/12 M-F 9am-10am	CM 9am-10a	<del></del>	5 \$100.00 P-3 0.	.00 NM 5 \$500.00
Sonoran Living				
	<u>Spots/Week</u> <u>Rat</u> 4 \$100.0			.; 
Week: 07/23/12 07/29/12 -1111 Week: 07/30/12 08/05/12 1	4 \$100.0 1 \$100.0			
E 7 KNXV 07/24/12 07/30/12 M-F 11am-12pm ABC15 News at 11	CM 11am-12	<del></del>	5 \$80.00 P-6 0	.00 NM 5 \$400.00
Start Date End Date Weekdays	Spots/Week Rat	e <u>Rating</u>		1
Week: 07/23/12 07/29/12 -1111	4 \$80.0			
Week: 07/30/12 08/05/12 1 Spot <u>Ch Date Range</u> <u>Description</u>	1 \$80.0 Start/End Tim		Length Rate Rto	Type
5 KNXV 07/30/12-08/05/12 M-F 11am-12pm	11am-12pm	M	:30 <del>(\$80.00)</del> 0.	
See MG 7.6	•			
6 KNXV 07/31/12-08/01/12 M-F 11am-12pm	11am-12pm	-TW	:30 \$80.00 0.	00 NM
				- 04 405 50
E 8 KNXV 07/24/12 07/30/12	CM 430pm-5	ipm 11111 :30	5 \$225.00 P-6 0	.00 NM 5 \$1,125.00



304757

Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 07240730 :30's

						_				Tota	- ·
Ln Ch	Start	End	Inventory Code M-F 430pm-5pm	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 430pm-5pm								
	art Date	End Date 07/29/12	Weekdays -1111	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00			!		
Week: 07 Week: 07		07/29/12	1	1	\$225.00	0.00					
Spot Cl	h <u>Date Ra</u>	inge <u>D</u>	escription		/End Time				Rtg Type		
			-F 430pm-5pm	430p	m-5pm		M	:30 <del>(\$225.00)</del>	0.00 NM		
	e MG 8.6		-F 430pm-5pm	/30r	m-5pm		-TW	:30 \$225.00	0.00 NM		•
	G for 8.5 (		-F 400pm-0pm	4005	лп-орш			.00 \$220.00	0.00 11		
9 KNXV	07/24/1	2 07/30/12	M-F 4pm-430pm	ÇM	4pm-430pm	11111-	- :30	\$200.00 P-6	0.00 NM	. 5	\$1,000.00
C+.	art Data	End Date	4PM News Weekdays	Spots/Week	Rate	Rating					
<u>ى د</u> Week: 07	art <u>Date</u> 7/23/12	07/29/12	-1111	<u>300(3) WEEK</u>	\$200.00	0.00					
Week: 07		08/05/12	1	1	\$200.00	0.00					
10 KNXV	07/24/1	2 07/30/12	M-F 5pm-530pm M-F 5pm-530pm		5pm-530pm	11111-	- :30	5 \$450.00 P-3	0.00 NM	5	\$2,250.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating	[				
Week: 07 Week: 07		07/29/12 08/05/12	-1111 1	4	\$450.00 \$450.00	0.00 0.00					
			M-F 6pm-630pm	CM	6pm-630pm	11111-	- :30	5 \$450.00 P-3	0.00 NM	5	\$2,250.00
	01/2-1/1	2 01/00/12	M-F 6pm-630pm	<b>U</b>	op ooop			***************************************			
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07 Week: 07		07/29/12 08/05/12	-1111 1	4	\$450.00 \$450.00	0.00 0.00	Cara-				
	h <u>Date Ra</u>		escription		/End Time	*****	Weekdays L		Rtg Type		
			I-F 6pm-630pm	6pm	-630pm		M	:30 <del>(\$450.00)</del>	0.00 NM		,
	∌e MG 11.	_	E 62000	- Enm	-630pm		-TW	:30 \$450.00	0.00 NM		
	G for 11.5		-F 6pm-630pm	opin-	-030pm						
12 KNXV	07/28/1	2 07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	<b></b> S	- :30	1 \$250.00 P-3	0.00 NM	1	\$250.00
<u>St</u> Week: 07	art Date	End Date 07/29/12	Weekdays	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00					
			Su 5pm News	CM	5pm-530pm		s :30	1 \$250.00 P-3	0.00 NM	1	\$250.00
10 1110	0112011	2 01/20/12	SU 5pm-530pm N		- p						
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07		07/29/12	S	1	\$250.00	0.00		- 0750 00 D 0	0.00 NIM		PO ECO 00
14 KNXV	07/24/1	2 07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111-	- :30	5 \$750.00 P-3	0.00 NM	. 5	\$3,550.00
•	art Date	End Date	<u>Weekdays</u> -1111	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00	ļ				
Week: 07 Week: 07		07/29/12 08/05/12	1	4	\$700.00 \$750.00	0.00				İ	
		2 07/28/12	SA 630pm-7pm SA 630pm-7pm	СМ	630pm-7pm	s	- :30	1 \$450.00 P-3	0.00 NM	1	\$450.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07	7/23/12	07/29/12	S-	1	\$450.00	0.00					
16 KNXV	07/30/1	2 07/30/12	Monday Prime C Glass House	СМ	9pm-10pm	M	- :30	1 \$3,500.00 P-2	0.00 NM	1	\$3,500.00
			Glass Flouse				1				
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ļ.	
Week: 07	7/30/12	End Date 08/05/12 12 07/25/12			Rate \$3,500.00 9pm-10pm	Rating 0.00 W	- :30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00



304757

Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 07240730 :30's

Ln Ch   Start   End   Inventory Code   Break   Start/End Time   Days   Len   Spots   Rate   Pri   Rtg Type   Spots   Amount of Start   Date   Weekaday   Prime   C
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Week: 07/23/12         07/29/12        W         1         \$2,000.00         0.00           18 KNXV 07/27/12 07/27/12 07/27/12         Friday Prime A Shark Tank         CM 7pm-8pm        F         :30 \$2,000.00 P-3 0.00 NM         1         \$1,000.00 P-3 0.00 NM         1         \$3,000.00 P-3 0.00
18 KNXV 07/27/12 07/27/12 Friday Prime A CM 7pm-8pmF :30 \$2,000.00 P-3 0.00 NM 1 \$1,000.00 P-3
Start Date Week: 07/23/12         End Date 07/29/12         Weekdays F         Spots/Week 1         Rate \$2,000.00         Rating 0.00           19 KNXV 07/27/12 07/27/12 07/27/12         Friday 8-10pm Friday 8-10pm         CM 8-10pm Friday 8-10pm        F         :30 1         \$1,000.00 P-3 0.00 NM         1         \$3,000.00 P-3 0.00 NM         1
19 KNXV 07/27/12 07/27/12 Friday 8-10pm CM 8-10pmF :30 \$1,000.00 P-3 0.00 NM 1 \$3,000.00 P-3 0.
Friday 8-10pm  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 07/23/12 07/29/12F 1 \$1,000.00 0.00  20 KNXV 07/27/12 07/27/12 Friday 8-10pm CM 8-10pmF :30 1 \$3,000.00 P-3 0.00 NM 1 \$3,000 Friday 8-10pm
Week: 07/23/12 07/29/12F 1 \$1,000.00 0.00  20 KNXV 07/27/12 07/27/12 Friday 8-10pm CM 8-10pmF :30 1 \$3,000.00 P-3 0.00 NM 1 \$3,000 Friday 8-10pm
20 KNXV 07/27/12 07/27/12 Friday 8-10pm CM 8-10pmF :30 1 \$3,000.00 P-3 0.00 NM 1 \$3,000 Friday 8-10pm
Friday 8-10pm
<u>Start Date                                  </u>
21 KNXV 07/28/12 07/28/12 ABC Saturday Prime CM 7pm-10pmS- :30 1 \$1,500.00 P-3 0.00 NM 1 \$1,500 Saturday Prime
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 07/23/12 07/29/12S- 1 \$1,500.00 0.00
22 KNXV 07/29/12 07/29/12 Sunday Prime A CM 6pm-7pmS :30 1 \$2,000.00 P-3 0.00 NM 1 \$2,000 AFHV
<u>Start Date                                  </u>
23 KNXV 07/24/12 07/30/12 M-F 10-1035pm CM 10pm-1035pm 11111 :30 5 \$850.00 P-3 0.00 NM 5 \$4,25
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 07/23/12 07/29/12 -1111 4 \$850.00 0.00 Week: 07/30/12 08/05/12 1 1 \$850.00 0.00
24 KNXV 07/28/12 07/28/12 SA 10-1035pm CM 10pm-1035pmS- :30 1 \$450.00 P-3 0.00 NM 1 \$45
10pm News
<u>Start Date                                  </u>
25 KNXV 07/29/12 07/29/12 SU 10-1035pm CM 10pm-1035pm5 :30 1 \$850.00 P-3 0.00 NM 1 \$850.00 P-3 0.00 NM
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 07/23/12 07/29/12S 1 \$850.00 0.00
26 KNXV 07/24/12 07/30/12 M-F 1035pm-1102pm CM 1035pm-1102pm 11111 :30 5 \$350.00 P-3 0.00 NM 5 \$1,750 Nightline
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 07/23/12 07/29/12 -1111 4 \$350.00 0.00 Week: 07/30/12 08/05/12 1 1 \$350.00 0.00
Week: 07/30/12 08/05/12 1 1 \$350.00 0.00 27 KNXV 07/29/12 07/29/12 Su 4pm/430pm News CM 4-430pm/430pm-5 <sub>F</sub> 30 1 \$150.00 P-3 0.00 NM 1 \$15
Su 4pm/430pm News (4:00 PM-4:30 PM)
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 07/23/12 07/29/125 1 \$150.00 0.00
Week: 07/23/12 07/29/12S 1 \$150.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
1 KNXV 07/23/12-07/29/12 Su 4pm/430pm News 4-430pm/430pm (4:00 PM-4:30 PSu :30 (\$150.00) 0.00 NM
See MG 27.2 [NA. There is not a 4pm News on 7/29. jtaylor 7/19/12]
2 KNXV 07/29/12-07/29/12 SU 4pm-430pm 4pm-430pm
⊕ MG for 27.1 07/29



304757

Flight Dates 07/24/12-08/01/12

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep

TV: 07240730 :30's

00:10:00

Łn Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	ls Amount
28 KNXV	07/24/1	2 07/27/12	M-F 630pm-7pm	CM	630pm-7pm	-TWTF	:30 2	\$700.00 P-3	0.00 NM	2	\$1,400.00
			M-F 630pm-7pm								
MG fro	m order 3	04718									
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>	}				
Week: 07	//23/12	07/29/12	-TWTF	2	\$700.00	0.00					
29 KNXV	07/24/1	2 07/27/12	M-F 7-9am	СМ	7am-9am	-TWTF	:30 1	\$225.00 P-3	0.00 NM	1	\$225.00
			M-F 7-9am				ŀ				
MG fro	m order 3	04718					ŀ				
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07	//23/12	07/29/12	-TWTF	1	\$225.00	0.00					
E30 KNXV	07/29/1	2 07/29/12	SU 4pm-430pm	СМ	4pm-430pm	S	:30 1	\$150.00 P-3	0.00 NM	1	\$150.00
			SU 4pm-430pm				[				
MG fro	m order 3	04718	•								
St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating	l				
Week: 07	//23/12	07/29/12	S	1	\$150.00	0.00				i	
*Toy 1 No	to: Tay (	0.59/							Totals	94 \$	41 900 00

\*Tax 1 Note: Tax 0.5%.

Totals